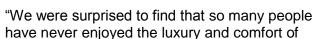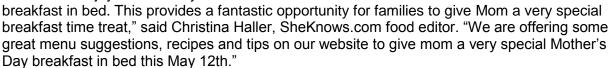# BRING HOME THE BACON (AND EGGS!): AMERICA WANTS A SAVORY BREAKFAST AND MOST HAVE NEVER HAD BREAKFAST IN BED
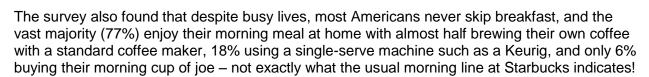
Exclusive Survey from SheKnows.com and PARADE Magazine Reveals Americans' Generational Quirks and What They Eat and Drink for Breakfast

Scottsdale, Ariz. (April 23, 2013) –
SheKnows.com, the web's largest lifestyle site for women, and *PARADE*, the most widely read magazine in America, today announced the exclusive results from their "What America Eats" survey in which nearly 4,000 women and men were polled to give their opinions on breakfast habits, quirks and choices. Surprisingly, among the variety in survey results, findings show that most Americans have never had breakfast in bed. What better time than now for families to step up this Mother's Day and give mom something extra special!

"We were surprised to find that so many people have never enjoyed the luxury and comfort of breakfast in bed. This provides a fantastic opportunity for families to give Mom a very special breakfast time treat," said Christina Haller, SheKnows.com food editor. "We are offering some great menu suggestions, recipes and tips on our website to give mom a very special Mother's Day breakfast in bed this May 12th."

The survey also found that despite busy lives, most Americans never skip breakfast, and the vast majority (77%) enjoy their morning meal at home with almost half brewing their own coffee with a standard coffee maker, 18% using a single-serve machine such as a Keurig, and only 6% buying their morning cup of joe – not exactly what the usual morning line at Starbucks indicates!

In addition, if health and money were no object, the majority would prefer to enjoy a basic, hearty breakfast of eggs, bacon, hash browns and toast every morning for the rest of their lives over even the most lavish and delectable of options–including a giant, gooey cinnamon roll and lobster eggs benedict. The exception? Those surveyed under the age of 17 preferred a breakfast loaded with as much sweetness as possible.

"We're excited to see that despite the a.m. rush, a significant portion of Americans make time to eat breakfast at home, and 47% do so while reading the morning paper," said Shannon McCook, Parade.com food editor. "It also made our inner child smile to see the majority of those surveyed under the age of 17 still read the back of the cereal box."

Eggs and bacon aside, Americans sure are nostalgic for Frosted Flakes®, Cap'n Crunch©, and Cheerios®, with all three topping the list of their favorite cereals as a kid. They also feel strongly that milk and cereal is a match made in heaven, admitting they're guilty of lifting the bowl and slurping up the milk once cereal is gone (67%). And if you pour a bowl of cereal only to discover there's no milk, half of respondents agree, "Pour it back!"

Other highlights from the SheKnows.com and *PARADE* breakfast survey:

- OJ wins as top juice by a landslide.
- Eggs and bacon overwhelmingly outshine pancakes and waffles as the most beloved breakfast food, including as breakfast for dinner (brinner!) and the perfect nourishment for that morning hangover.
- Sugar, "meat" thy match. Readers actually prefer a savory breakfast over a sweet, sticky one by 73%.
- Most popular egg presentation: Scrambled, but over easy came in a very close second.
- Ketchup on eggs? No way! Only 30% said they enjoy the condiment on their eggs.
- America's bacon romance is still going strong. Whether crispy or chewy, respondents voted it best meat overall.
- 74% read while they eat [respondents reported they enjoy the paper (47%), their tablet/smartphone (16%), the cereal box (5%), or a book (16%)].
- The perfect companion to a morning cup of coffee? 17% of folks prefer a cinnamon roll over a donut, bagel, coffee cake, toast, muffin or croissant, in that order. 16% prefer to eat nothing at all.
- 42% of folks have never been treated to breakfast in bed. Of those who have 22% relish the occasion, but 36% feel it's awkward!

The findings from the survey (originally launched in the March 17 issue of *PARADE)* are featured in a special report on SheKnows.com, featuring content, recipes and ideas for Mother's Day and International Breakfast for Dinner Day at http://www.sheknows.com/what-america-eats.

About SheKnows.com
With female-focused content and programming, SheKnows enables community powered journalists to create and distribute premium content at scale. It is the largest online lifestyle community for women 25-54, with a median age of 34, attracting more than 43 million unique visitors (comScore January 2013). As one of the fastest-growing global destinations on the web, SheKnows boasts a stimulating, well-rounded online experience enhanced with three-time Emmy® Award-winning SheKnows TV, captivating experts, and partnerships with celebrity contributors.

Recently honored by Forbes as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for Women, SheKnows.com also received the OMMA Award for Web Excellence as the No. 1 site for Family, Parenting and Women's Interests two years in a row. For advertisers, sponsorship opportunities and creative integration deliver a seamless user experience.

The company is based in Scottsdale, Ariz., with offices in New York City, Los Angeles and Chicago.

About Parade:
PARADE Publications is a multi-brand media company that provides entertainment, information and inspirational human interest stories to millions of Americans. It includes *PARADE*,

America's most widely read magazine, which reaches 59 million readers each Sunday through over 660 of the nation's finest newspapers. PARADE Digital is a unique content and advertising partnership that combines the company's digital assets with over 580 newspaper partner websites, reaching 49 million unique monthly visitors. *Dash*, the new food brand created in collaboration with Condé Nast titles *Bon Appétit*, *Epicurious.com* and *Gourmet*, aims to help busy moms prepare simple, fast and delicious meals every day. *Dash* magazine is distributed monthly in nearly 150 newspapers with a circulation of 8.5 million and a web audience of over 8 million monthly unique visitors.

Sources: Gfk MRI Spring 2012; comScore, Dec 2012 (Parade Partners [E] and DashRecipes [E])

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